



Japan Society for Tobacco Control

日本禁煙学会

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President Company, Incorporated

President and Chief Executive Officer、 Mr. Yoshiaki Nagasaka

Manabu Sakuta, Chairperson, Japan Society for
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Concerning the violation of international treaties by the "JT Award"

Recently in your magazine, I have viewed recruitment articles for the "environmental photo contest". One of them shows a "JT Award", but I would like to notify you that sponsoring such a contest violates the "WHO Framework Convention on Tobacco Control" (FCTC).

Firstly, the FCTC Article 5.3 (3) and its guidelines¹⁾ state that "signatory nations do not endorse, support, cooperate with, or participate in corporate social responsibility (CSR) activities from the tobacco industry. They also do not generally publicize expenditures on CSR activities. Any kind of administrative organization in the public

sector—including in government, society, finance, education and the local community—should not be permitted to receive any donations from the tobacco industry or those who work for its benefit."

Next, FCTC Article 13 and its guidelines²⁾ state that "a comprehensive prohibition on tobacco advertising, sales promotion, and sponsorship activities includes the following items: all advertising, sales promotion, sponsorship activities." "Without exception, signatory parties should prohibit donations from of tobacco companies in any form to any event, activity or individual."

After acquiring unanimous consent and approval from the Diet, Japan ratified the FCTC in 2004 and became the 19th signatory nation. The FCTC is the first multilateral international treaty to be implemented in the field of public health, and our nation must comply with the FCTC in accordance with Article 98, paragraph 2 of the Japanese constitution. Consequently, it is illegal for JT to act as such a sponsor of the "environmental photo contest".

Tobacco causes 100,000 deaths in active smoking and 15,000 deaths in passive smoking each year in Japan; it causes many diseases including lung cancer, laryngeal cancer and heart disease. It has been repeatedly proven through the scientific method that tobacco causes many diseases and is more generally harmful, and the WHO

appeals to each member country to take drastic regulatory measures against "the largest preventable epidemic". In addition, tobacco destroys the global environment both through the production process and as a waste product, and thus generates a significant negative effect on the health humans, animals, and plants.

Should your company not maintain corporate compliance and remove JT as a corporate sponsor of the "environmental photo contest"?

We would kindly like to hear your company's thoughts on this matter in writing by July 31st.

Also, please note that we can send a copy of this text to the eight other supporting companies and a range of news organizations to strongly raise the point that JT is violating international treaties.

Conclusion

1) "Framework Convention on Tobacco Control" (FCTC) Article 5 paragraph 3 guidelines

https://www.mhlw.go.jp/topics/tobacco/dl/fctc_5-3_guideline_120506.pdf

2) Article 13 guidelines

http://www.nosmoke55.jp/data/cop3_13_200811.pdf